

09/196338

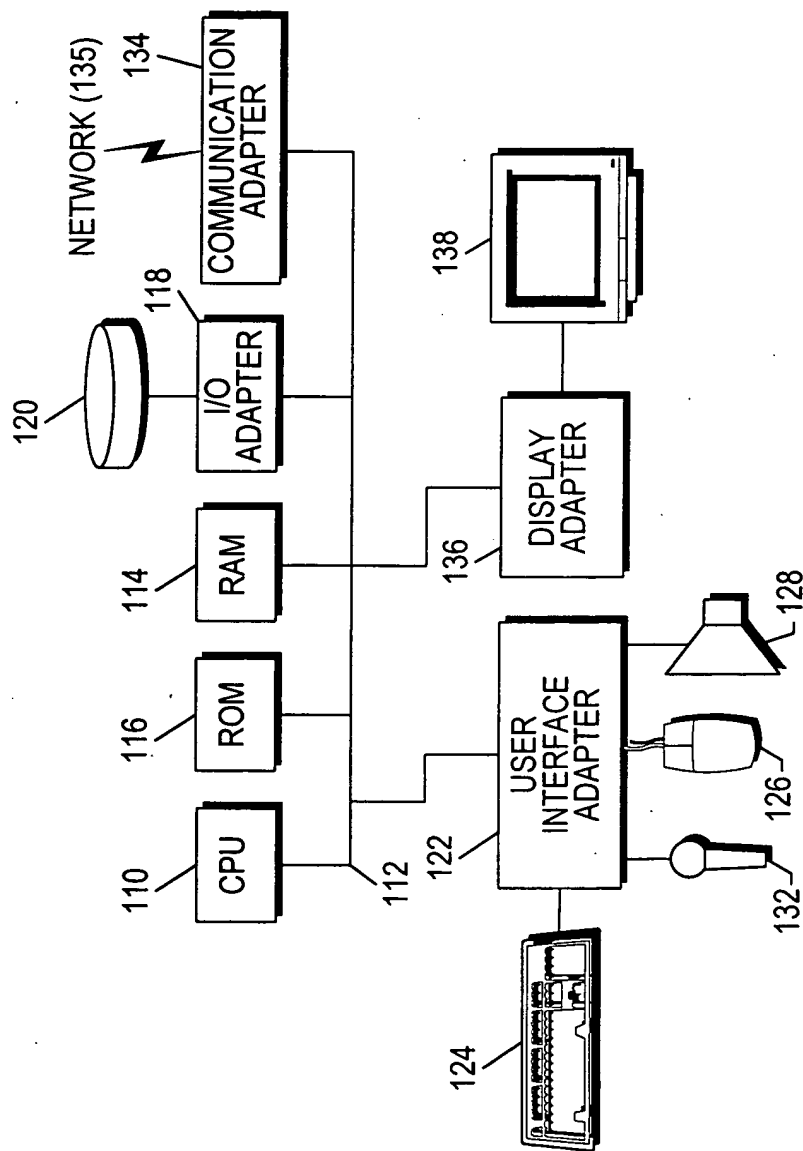


FIGURE 1

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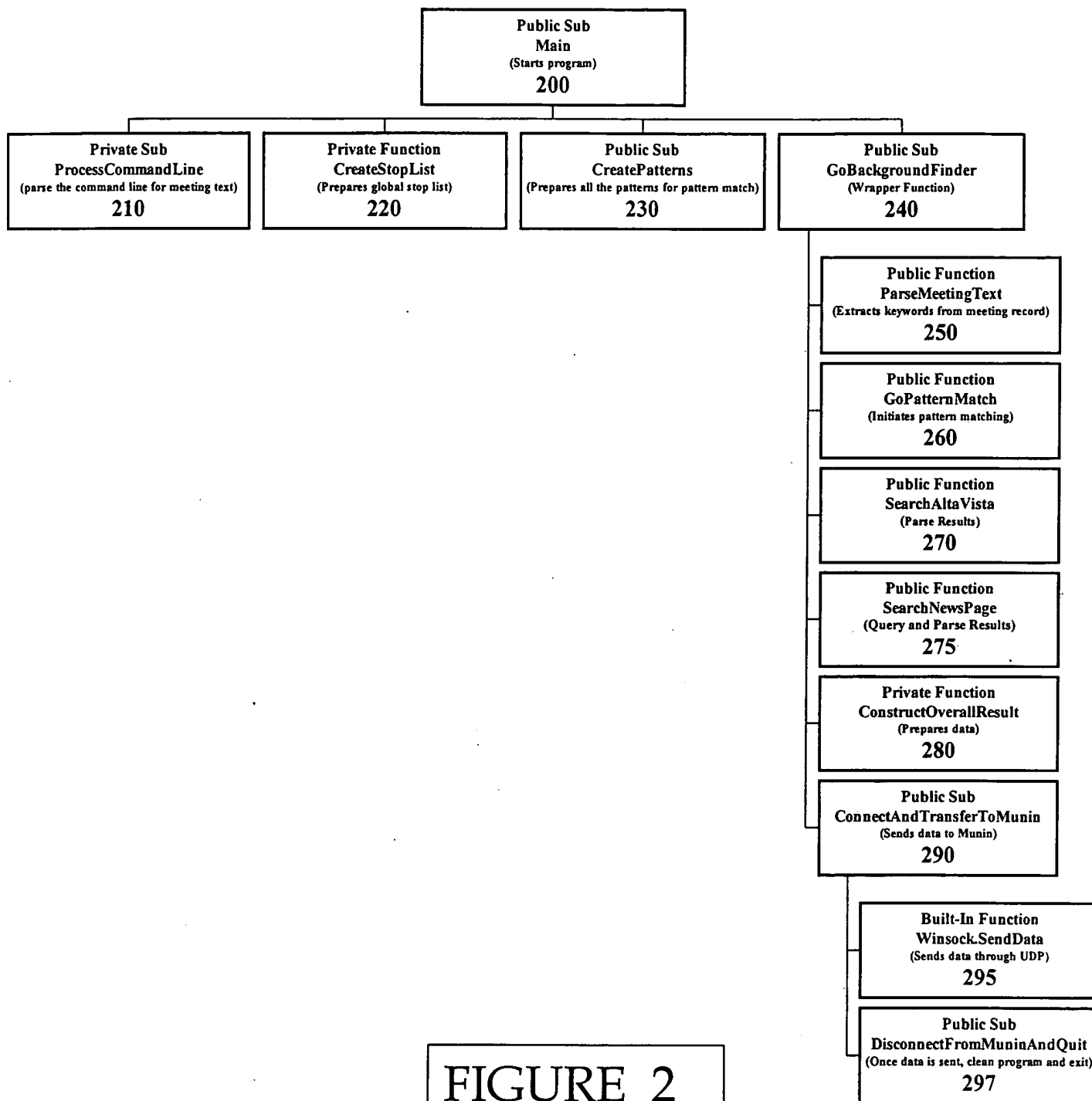


FIGURE 2

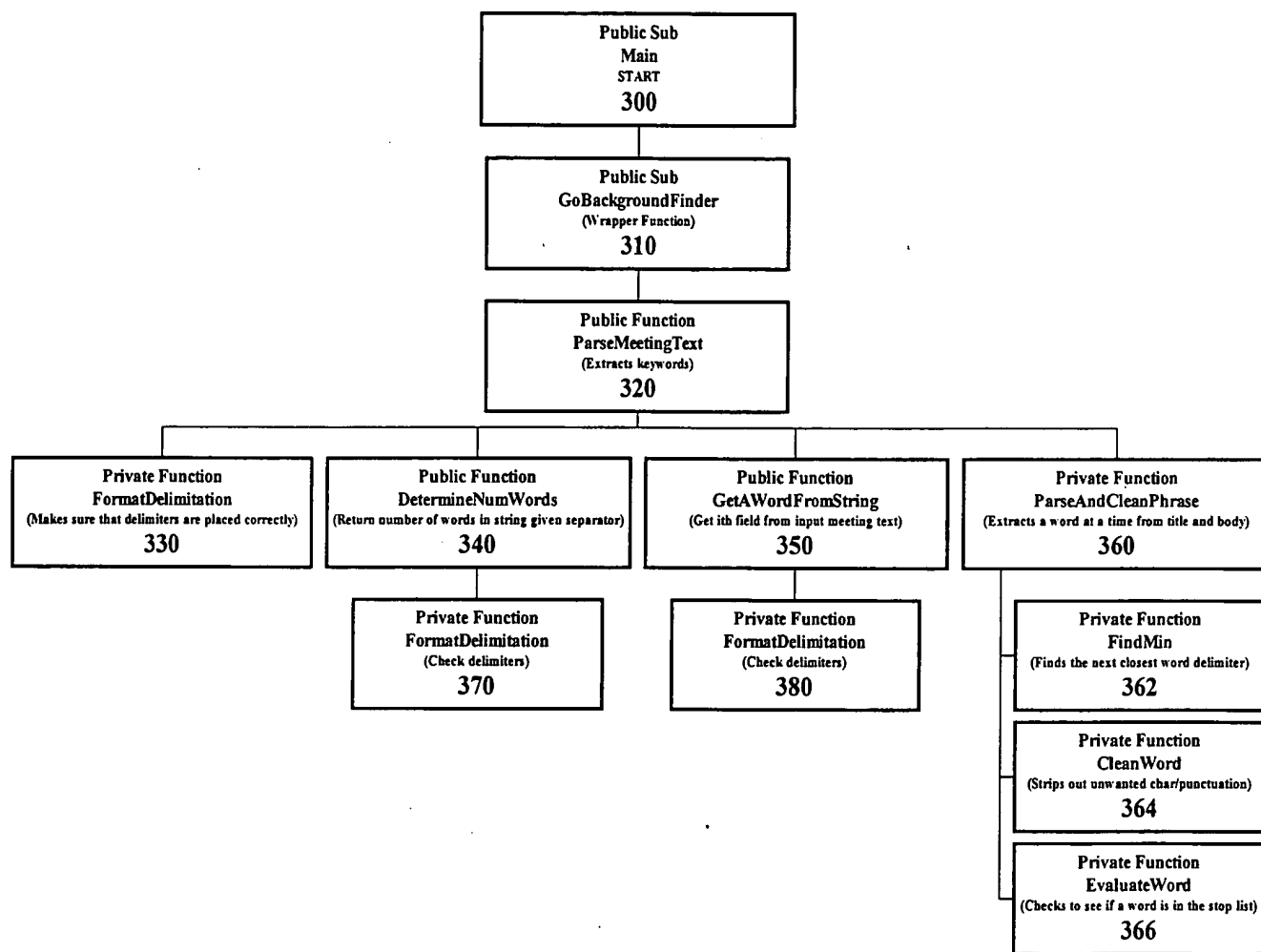


FIGURE 3

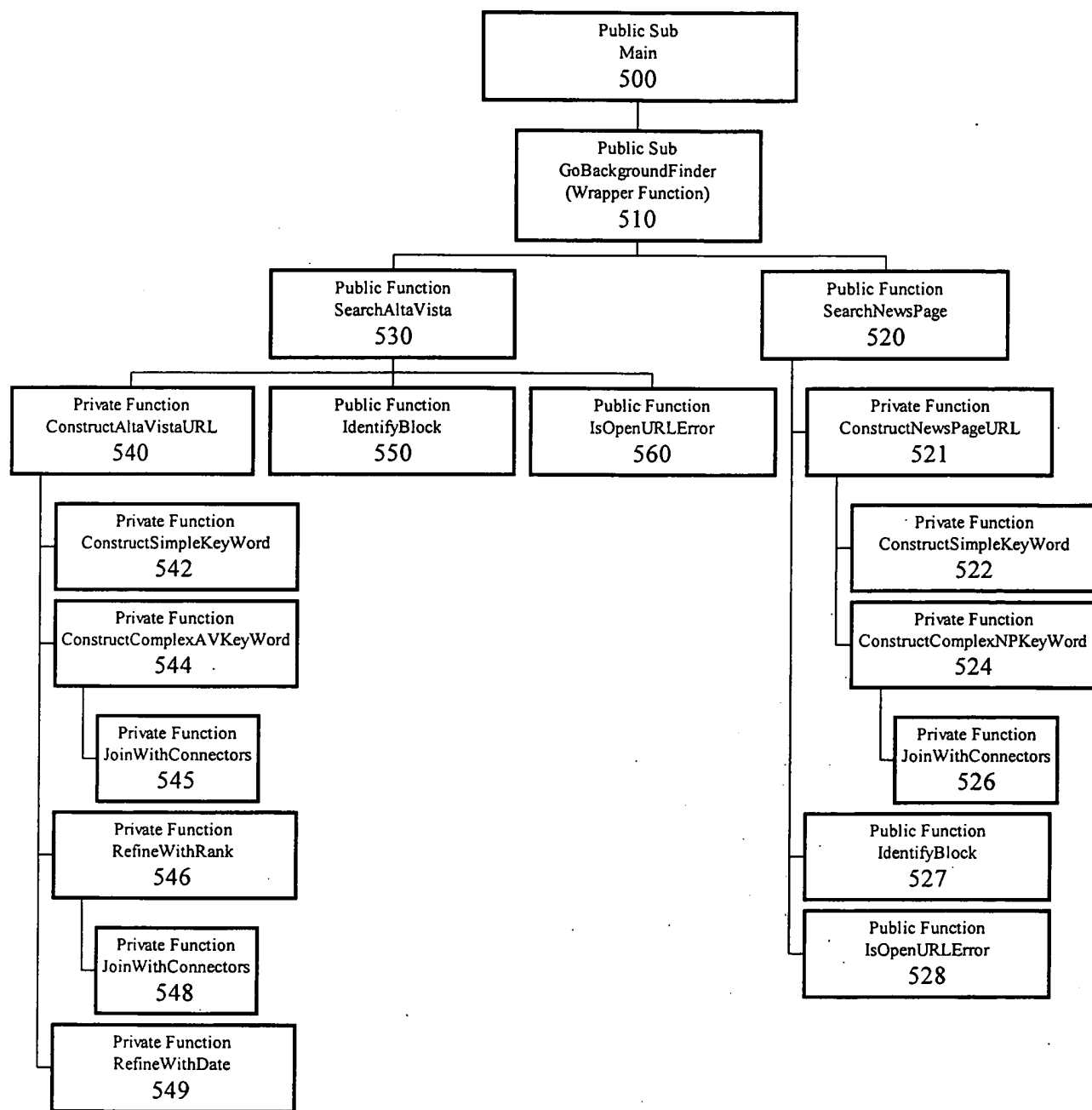


FIGURE 5

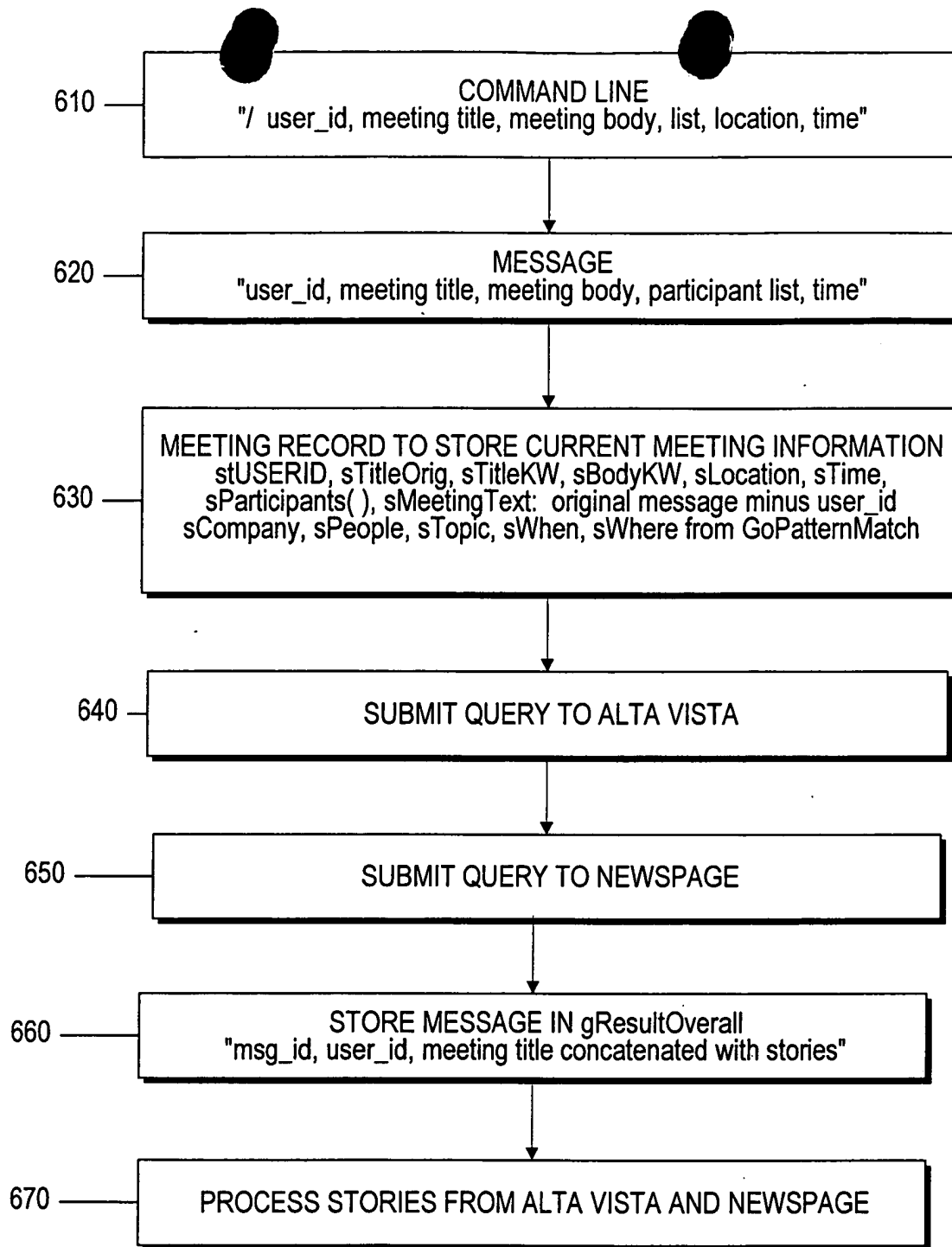


FIGURE 6

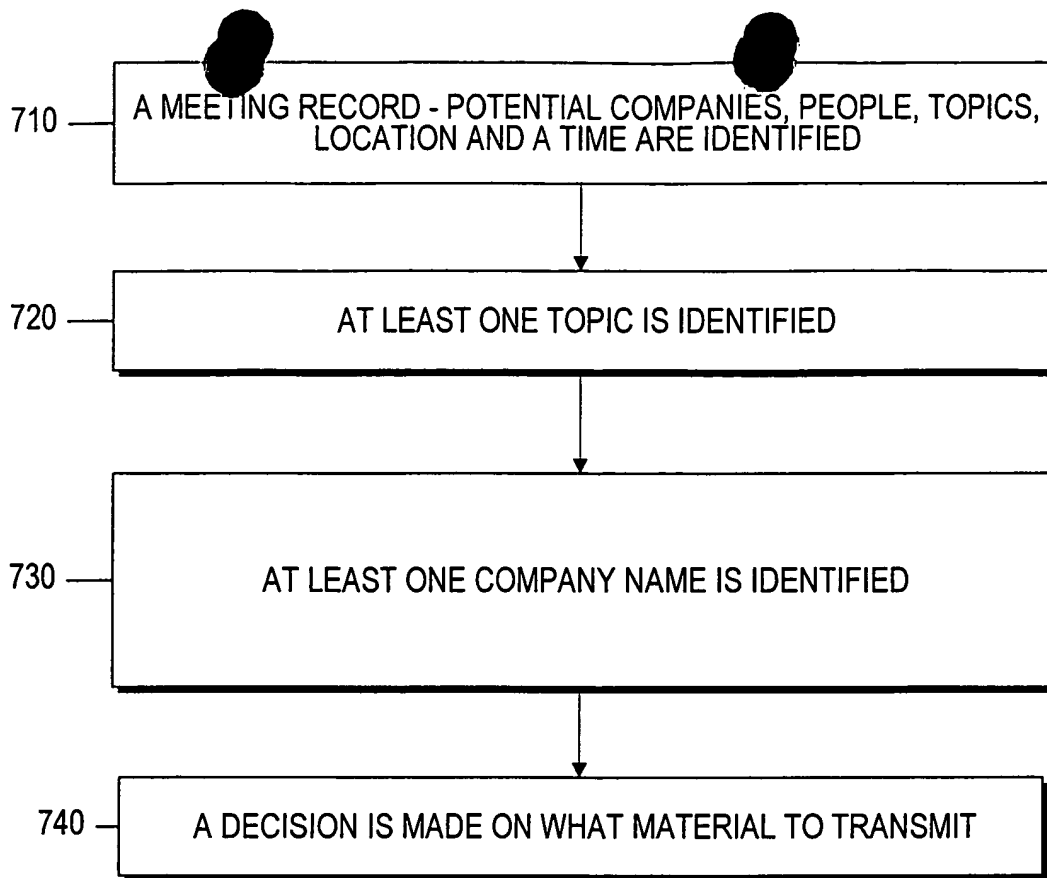


FIGURE 7

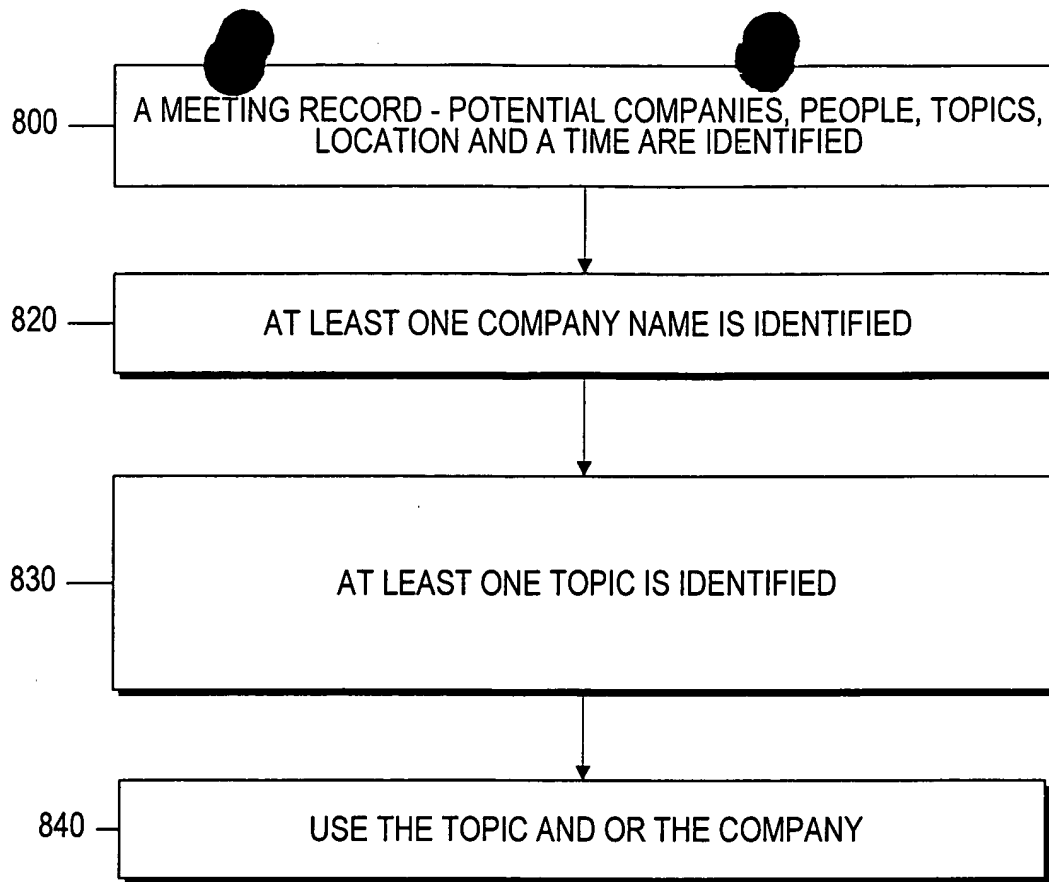


FIGURE 8

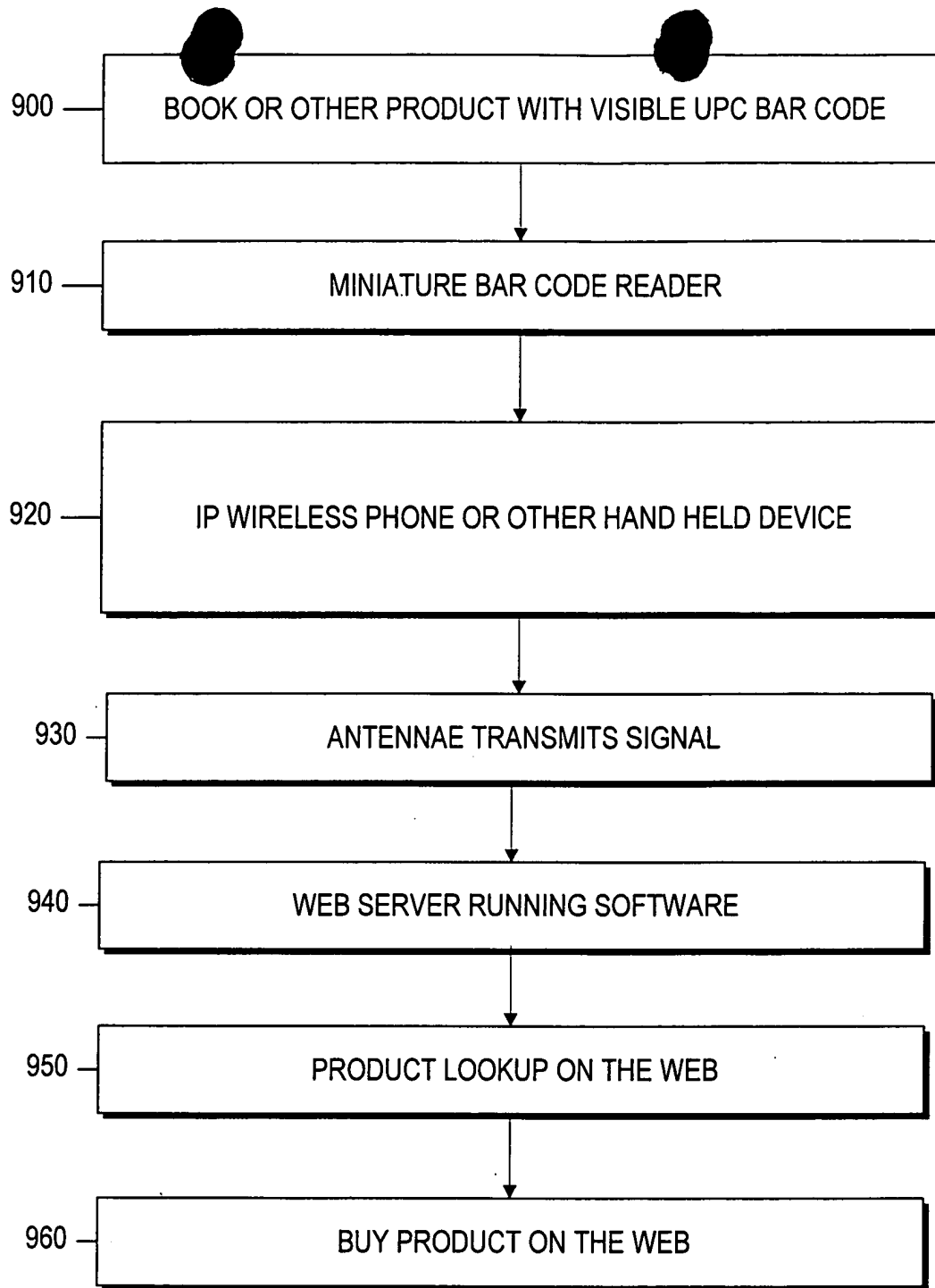


FIGURE 9

FIGURE 10A

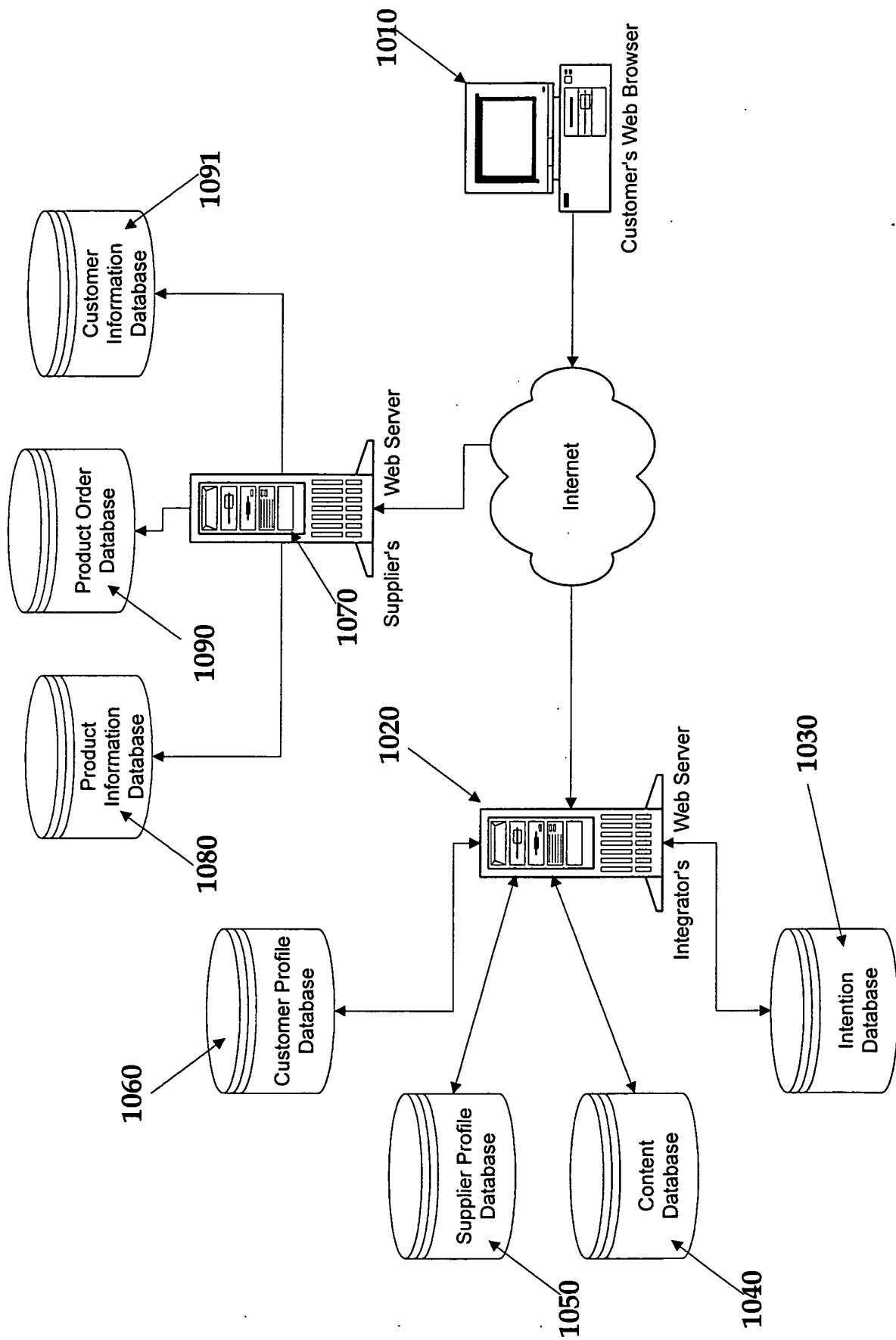


Figure 10B

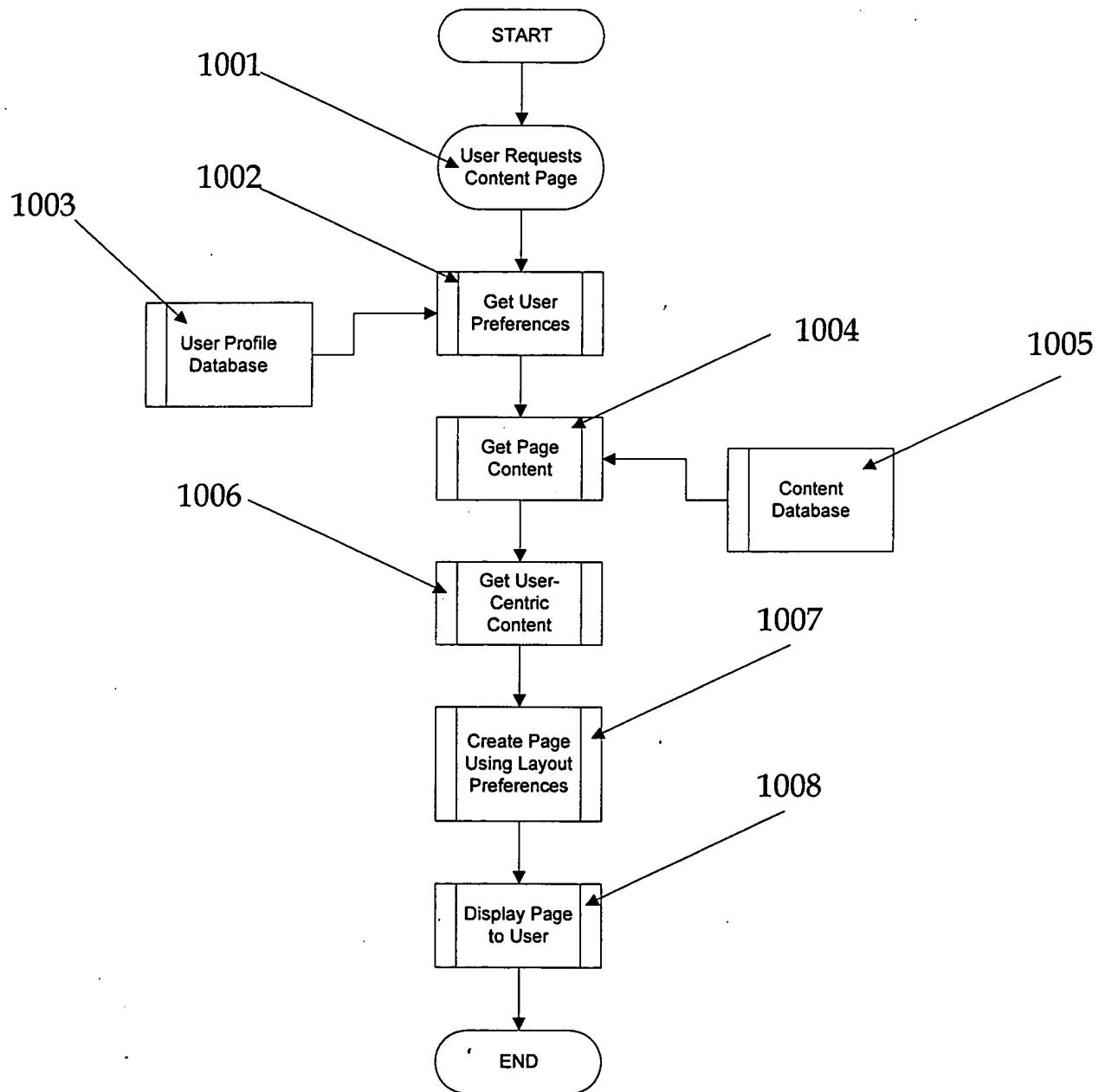


Figure 11: Retrieve User-Centric Content

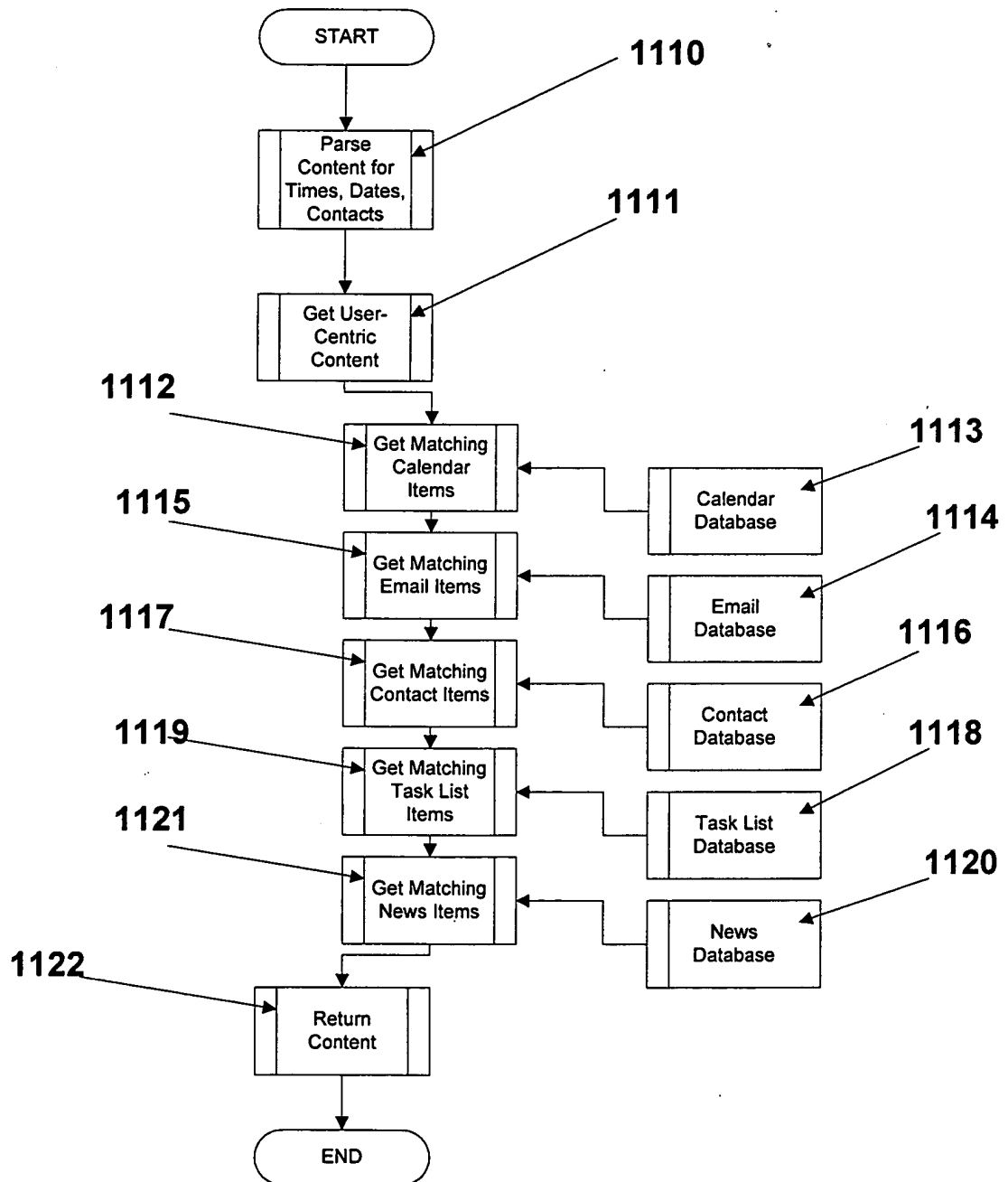


Figure 12: User Profile Data Model

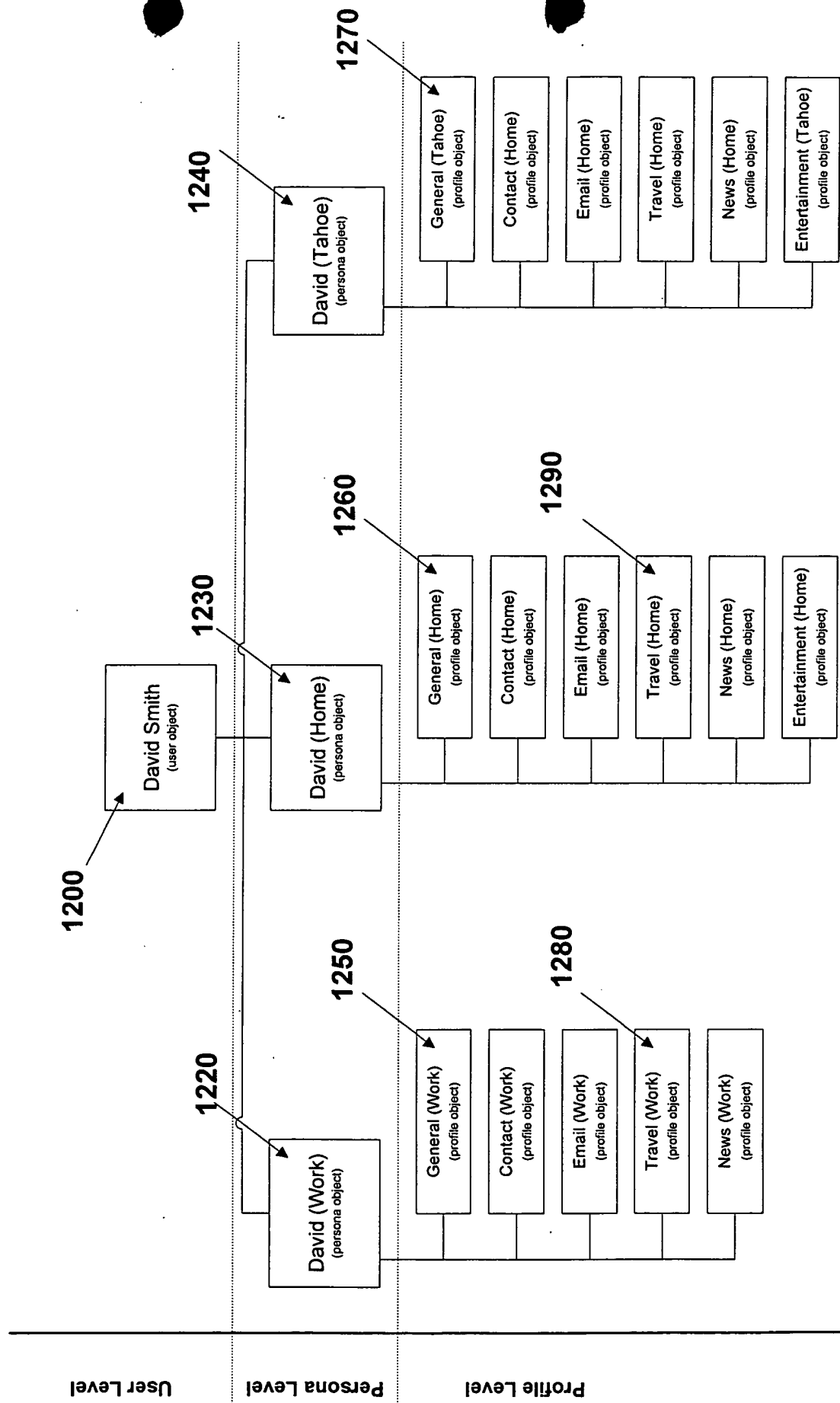


Figure 13: Persona Data Model

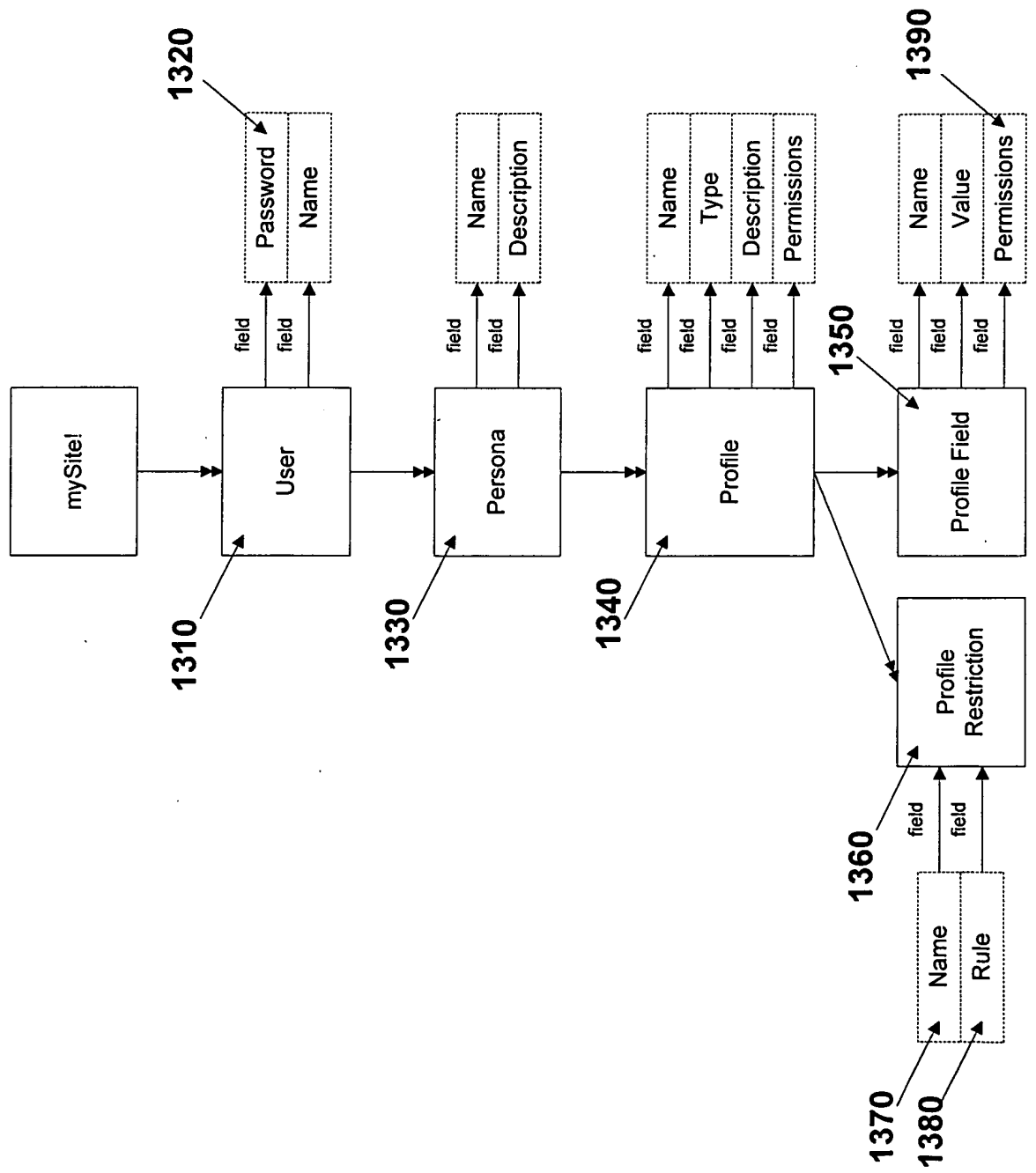


Figure 14: Intention Data Model

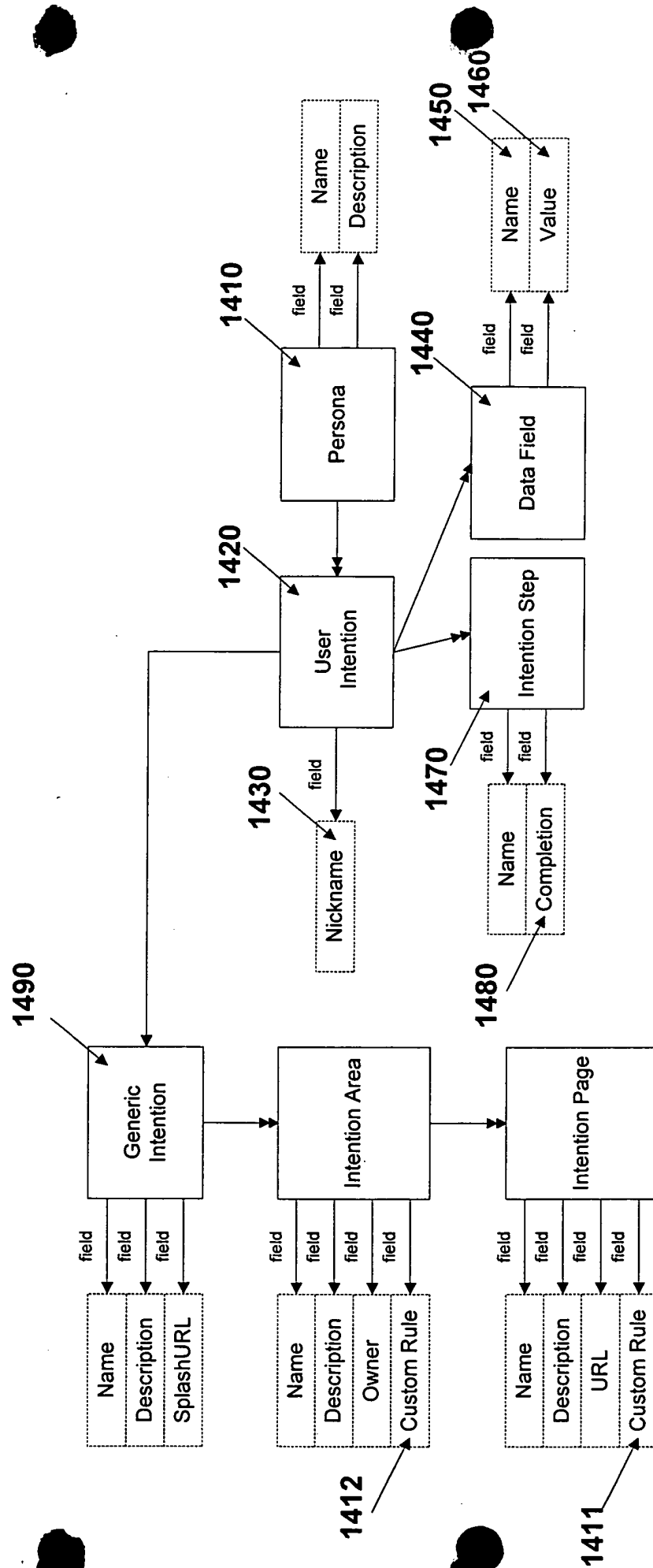
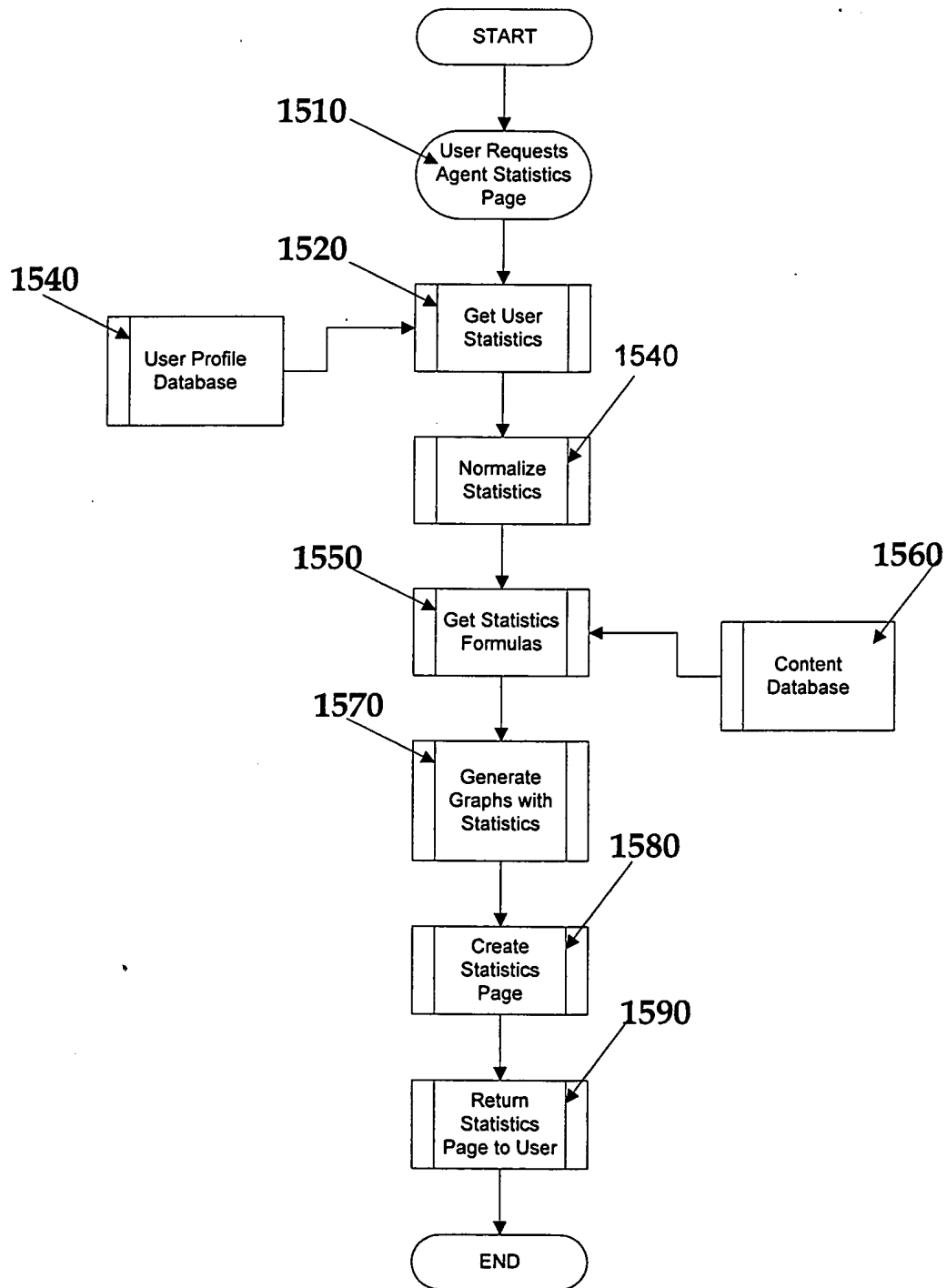


Figure 15



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Figure 16

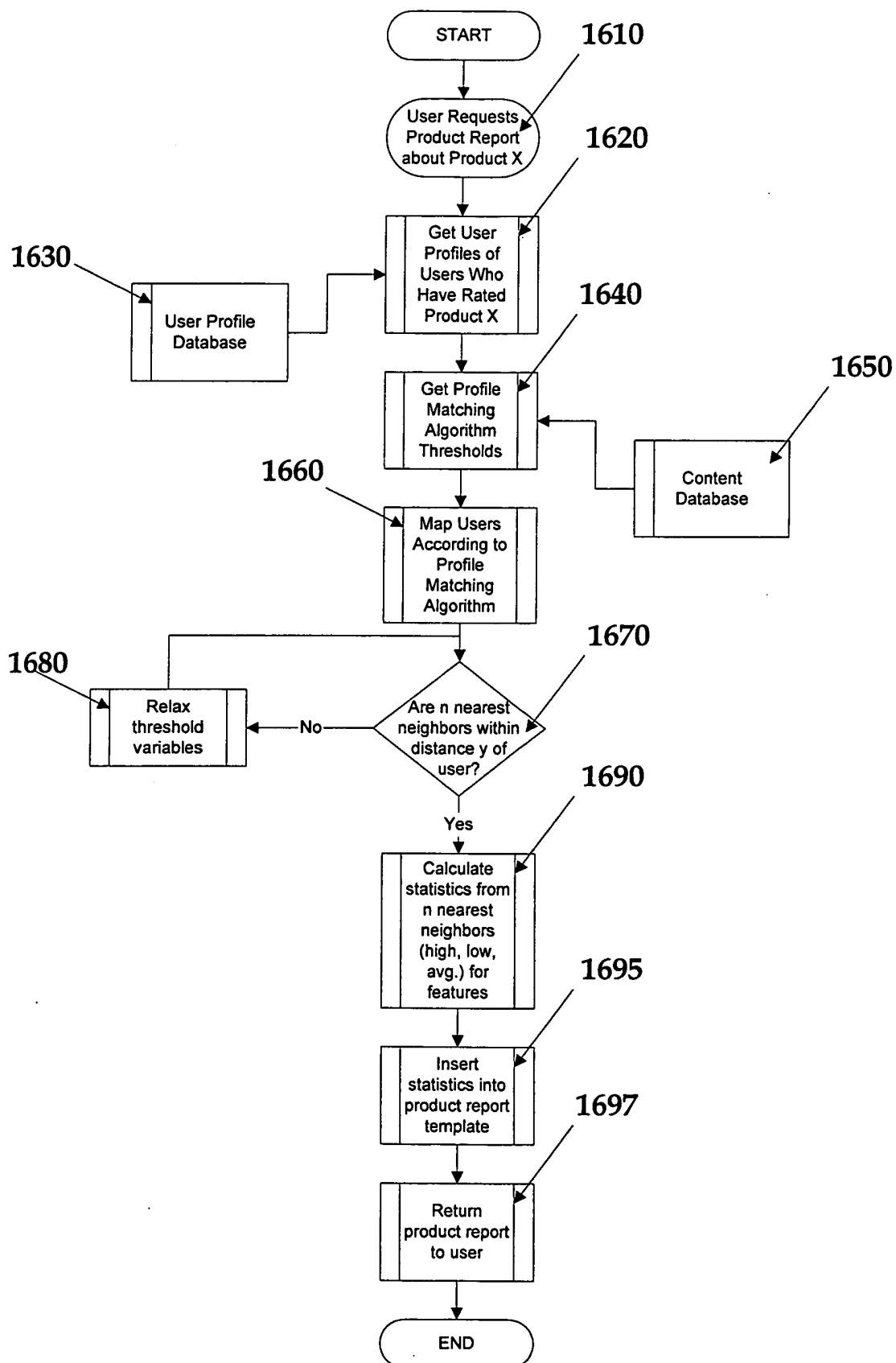
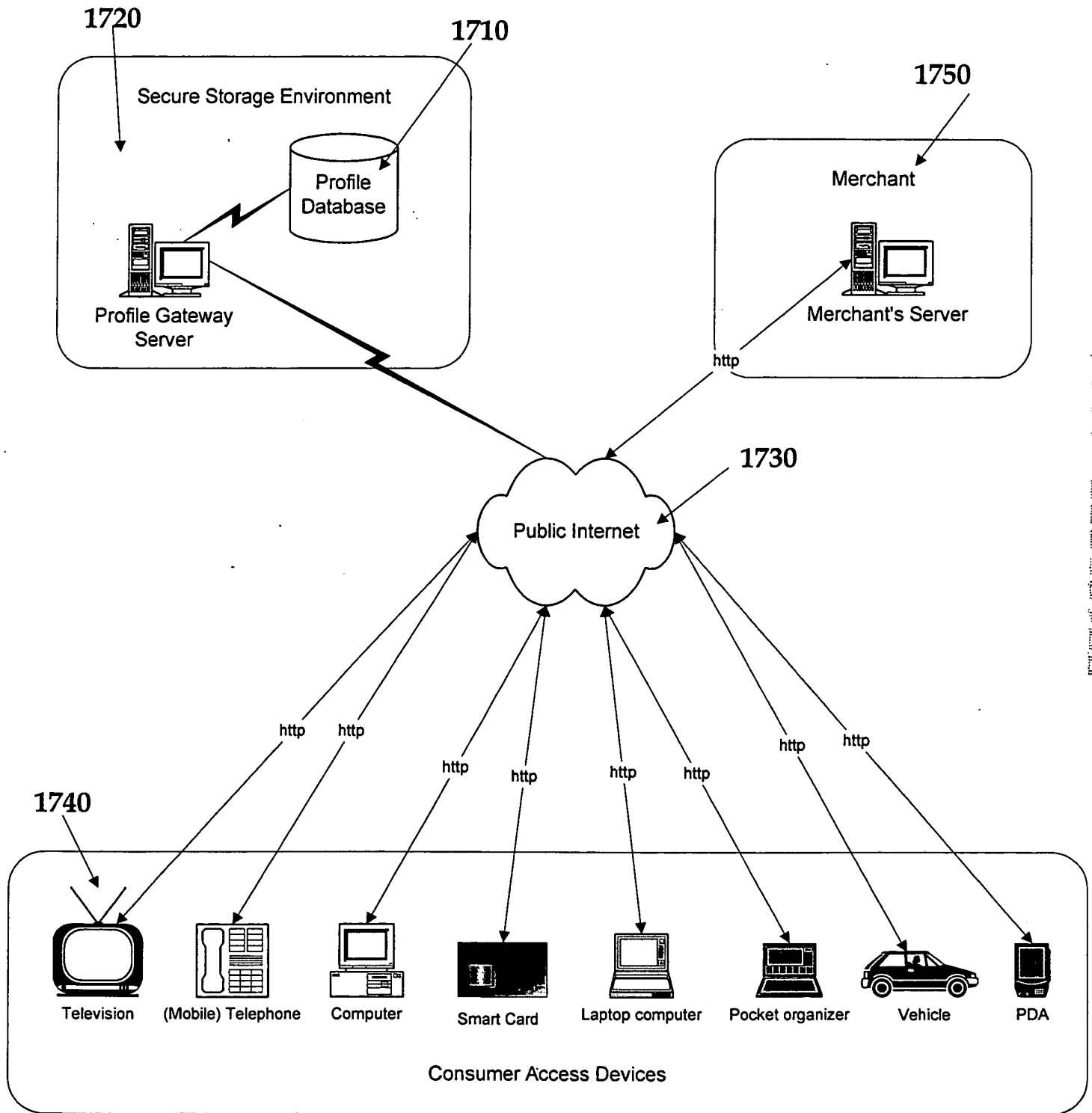


Figure 17



SECRET REFERENCE

Figure 18

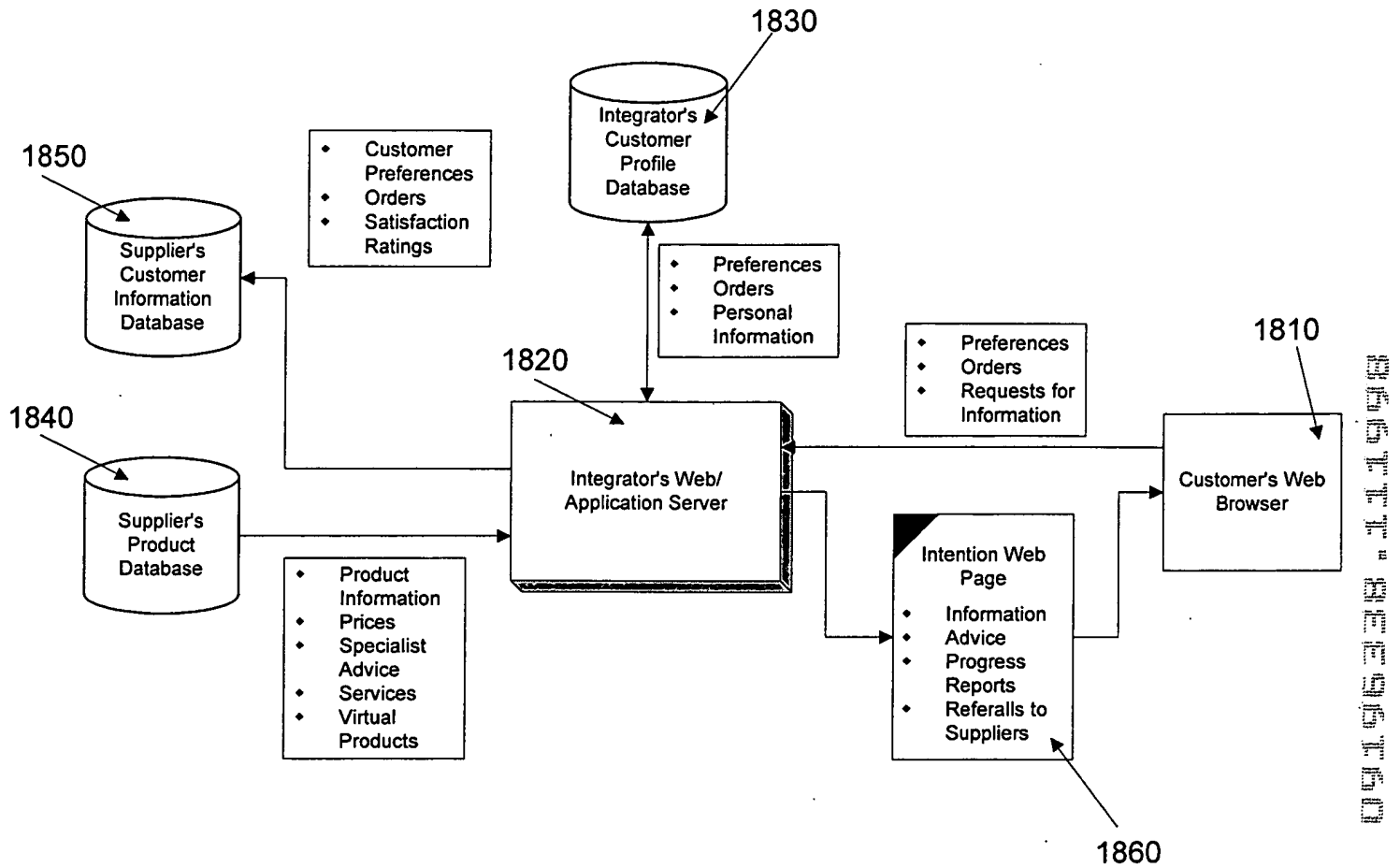
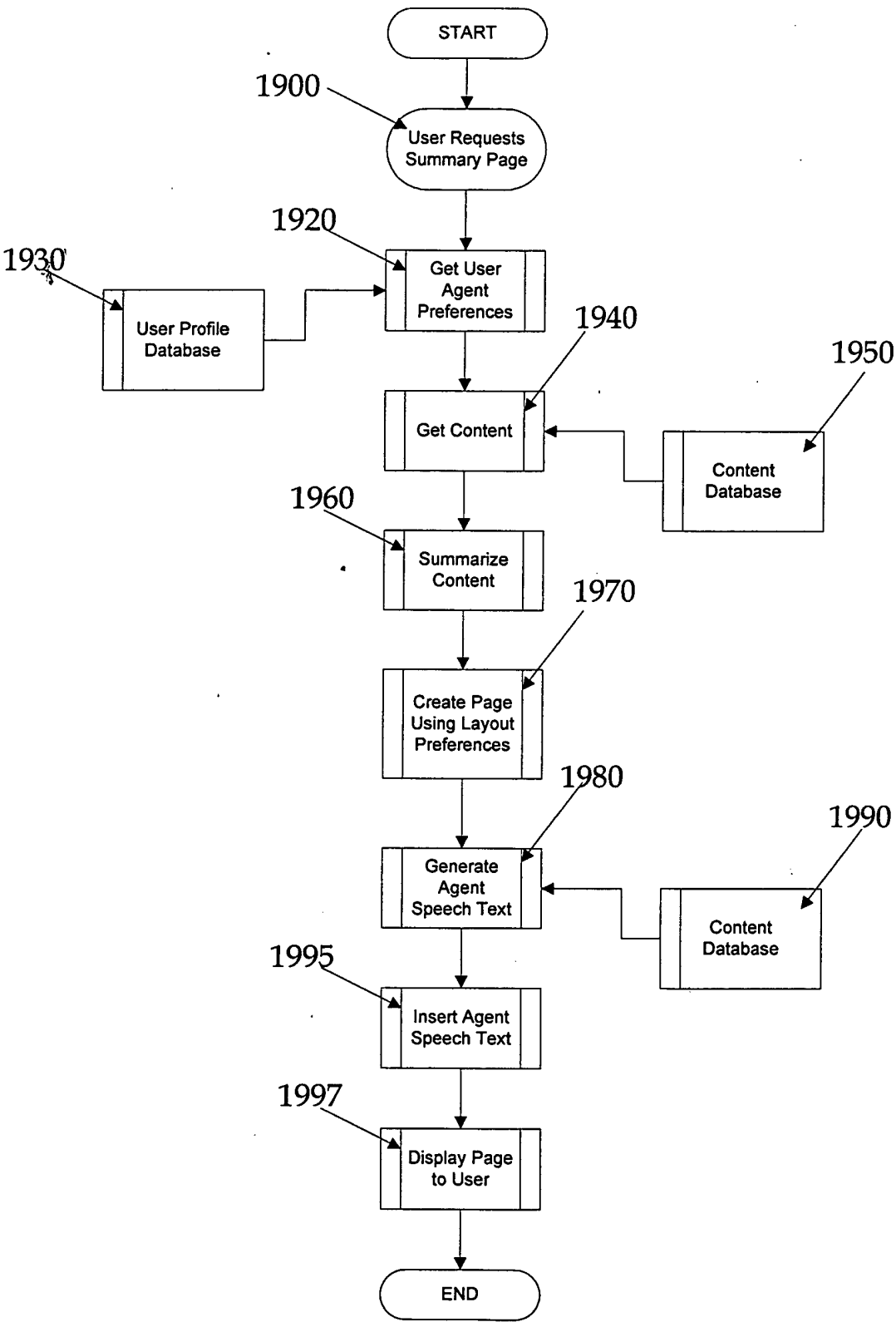


FIGURE 19



SECRET REF ID: A66160



FIGURE 20

[illegible]

FIGURE 21



FIGURE 22

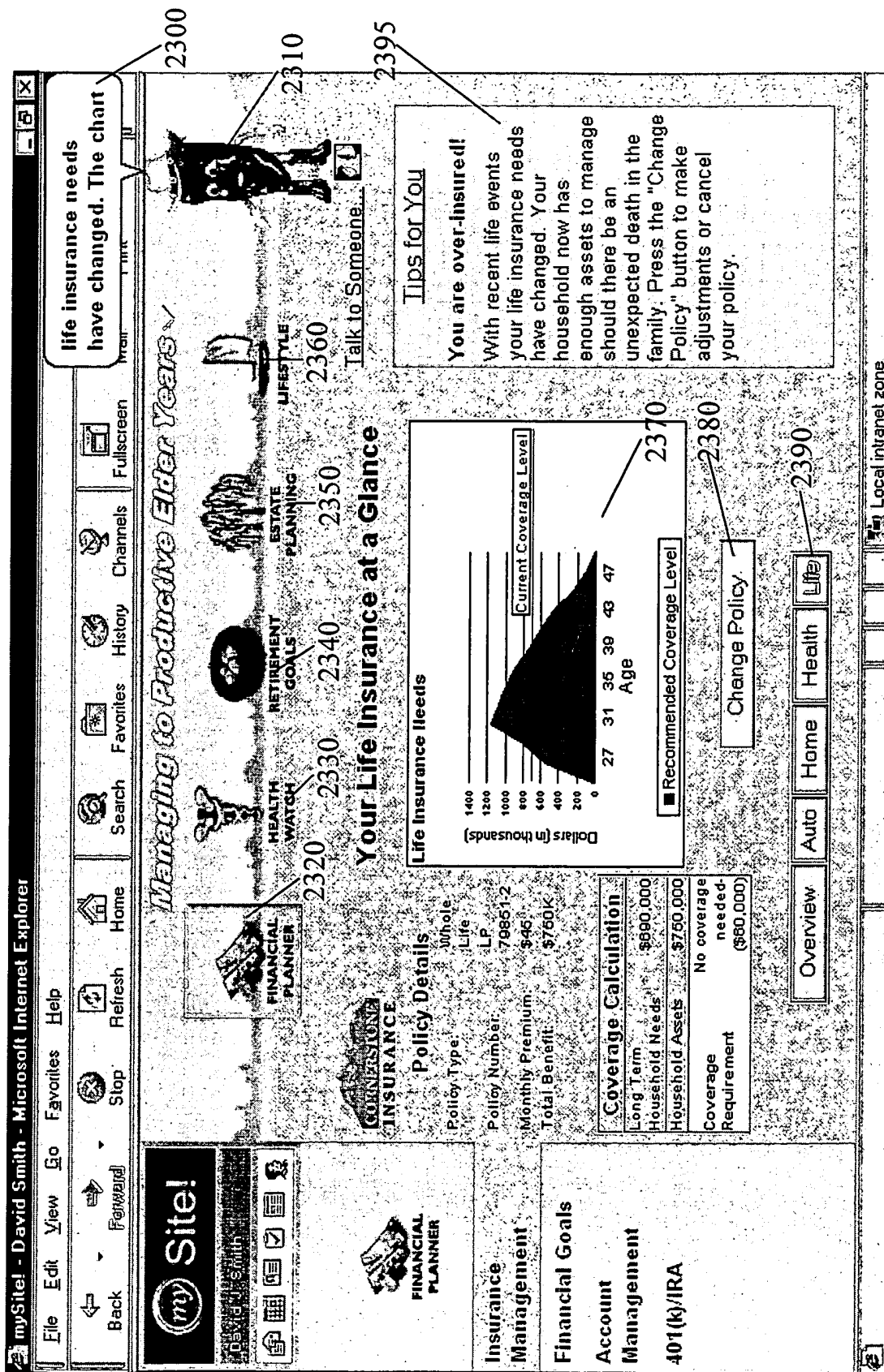


FIGURE 23

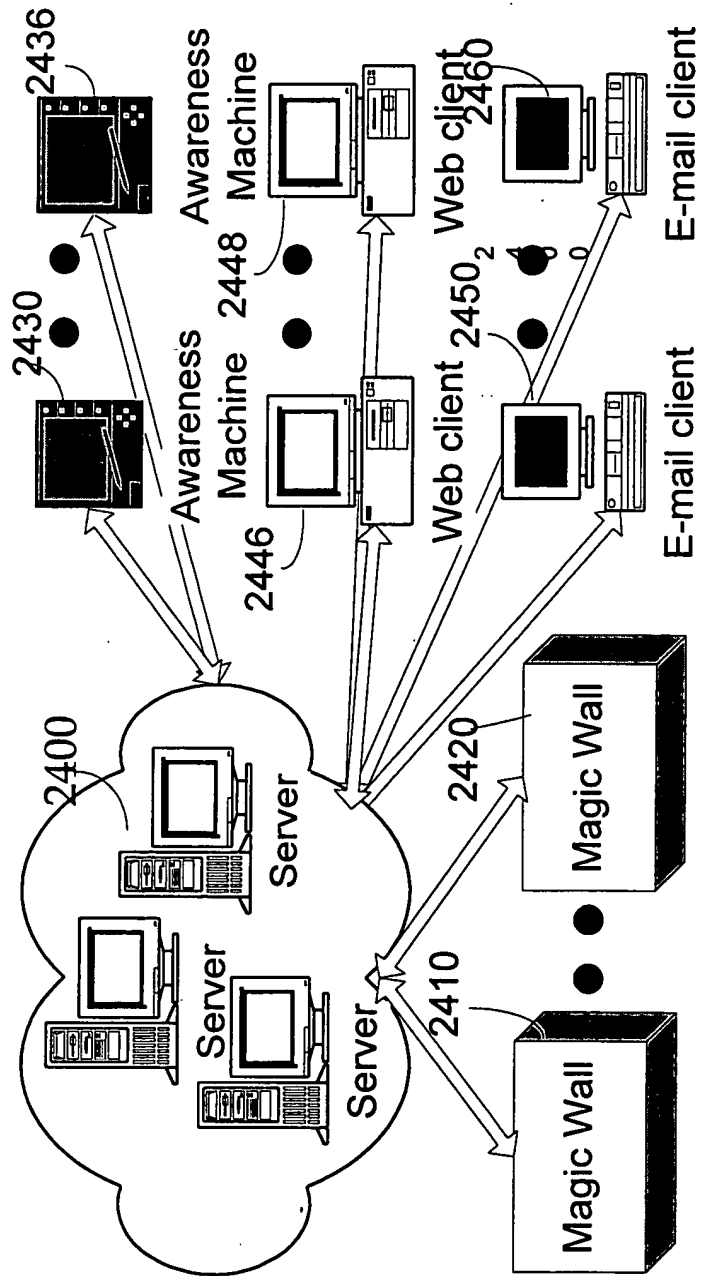


Figure 24

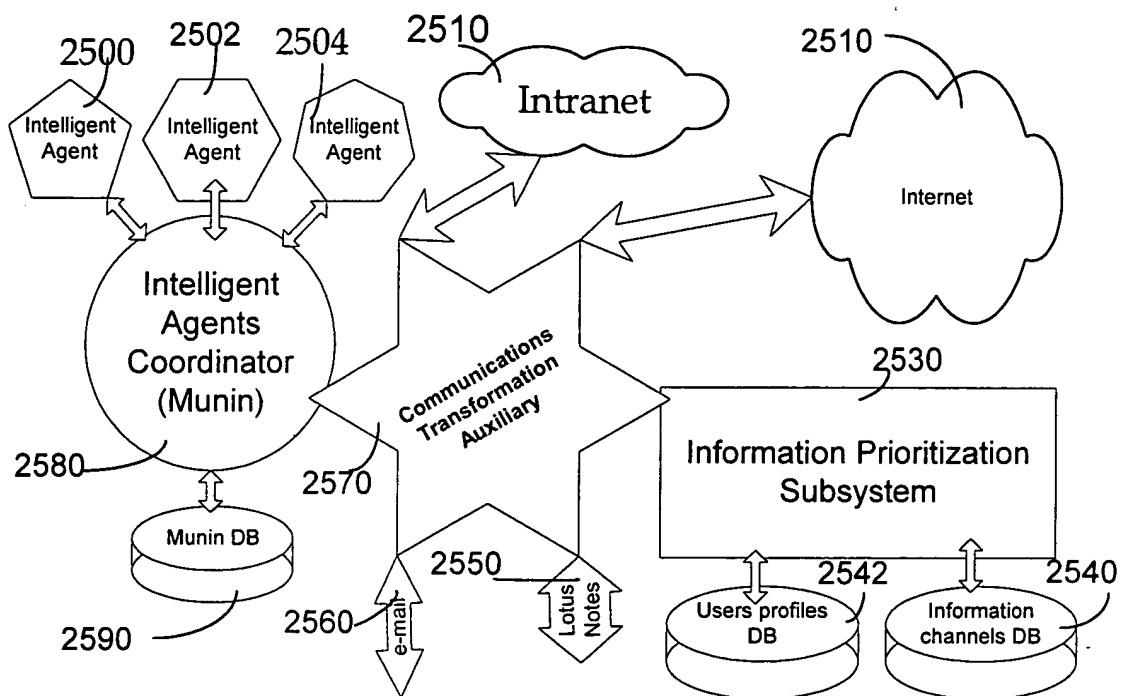


Figure 25

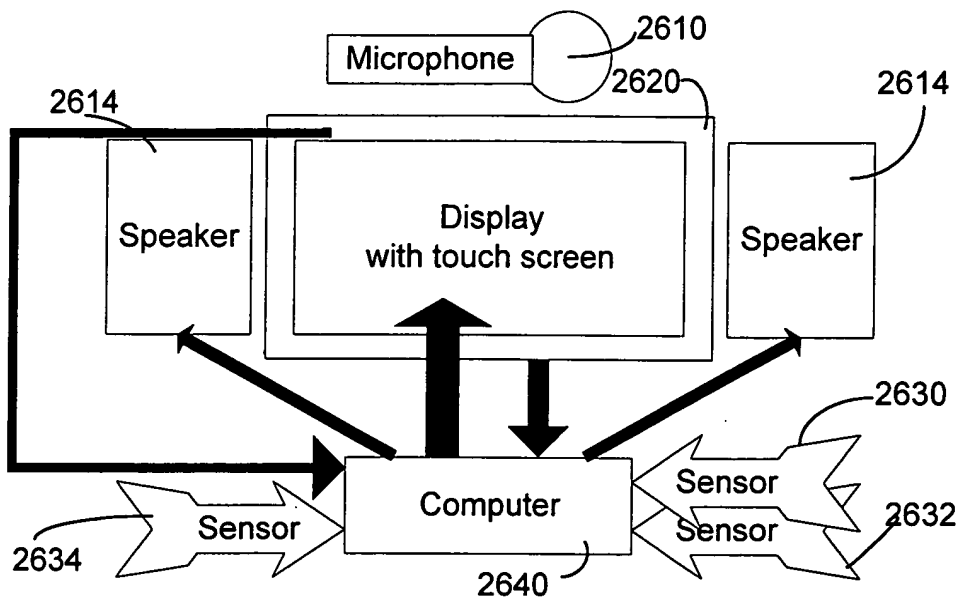


Figure 26

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